

**Kittery Community Center Board of Directors
Regular Meeting March 19, 2014 6:00pm
KCC in Multi-Purpose Room (2nd floor next to the men's room)**

I. Call to Order & Welcome 6:17pm

Present: Mark Schremmer, Steve Workman, Nancy Colbert Puff, Christie Salema, Janice Grady, Tess Schneier, D. Allan Kerr, Jean Lincoln

II. Public Comment & Board Presentations

- A. Discussion by members of the public (chair may impose a 3-minute limit per person)
- B. Response to public comment (as needed)
- C. Presentations (as needed)

III. Consent Agenda

- A. Approval of January 15, 2014 Minutes
- B. Reports
 - 1. Arts & Culture Committee February Report (see attached)
 - 2. General Manager's February Report (see attached)
- C. Next Meeting: April 16, 2014 6:00-8:00pm
- D. Proposed Motion: "Move that the board accept the consent agenda [as amended]."

D. Allen Kerr makes Motion to take accept A-C (above) seconded by Mark Schremmer. All in favor, all aye's.

IV. Chair's Update (as needed)

Randy Price is speaking on 3-27 in the theatre.

Board recruitments: Tess Schneier will not seek reappointment. Maureen Convery hasn't expressed whether she wishes to remain on the board. We may wish to think about level of strategy for appointments. If people have ideas about others who are interested, be proactive. We have some 'big lifting' to do which will require much work and more workers. Janice adds that Mary Ann has to stamp and date actual applications, so truly first come first served. Jean Lincoln adds that using the press to post a general "board opening" may be beneficial. Nancy Colbert Puff mentions that the town talked about having a Volunteer Day to learn about different options to volunteer within our town. Our opening(s) would be a good match for Volunteer Day.

V. Discussion/Action Agenda

A. Meeting attendance waiver for Maureen Convery

B. KCC Marketing

1. KCC facility rental promotional insert for theater programs
2. Job description development for PR consultant

a. Are we looking for brand development, event promotion or both?

****Re: programming in the Star Theatre. Steve queries is it event promotion or is it helping all general programming? Jeans thinks face-to-face promotion is needed. Jean asks if anybody has been watching channel 22? Group agrees that sought after person should do both.**

b. Are we seeking guidance on the use of a set of predetermined PR tools (facebook, twitter, etc.) or would our needs be best served by asking the consultant to help us develop a PR campaign/plan and then help with implementation as needed?

****Group agrees with the latter.**

Janice asked for the board's feedback about Rotary slide show and radio piece.

C. KCC Budget Development Questions

D. Theater Related Issues

1. Policy revisions recommended by Arts & Cultural Committee
2. Damage to the theater

E. 2020 Strategic Plan Development

1. Anatomy of a Strategic Plan (see attached)
2. Section I – Draft 1 (see attached)

Steve recounts Strategic Planning evolution as an attempt to create better strategic goals with action steps to fulfill the goals. Keep this in the back of your minds; high level goals versus strategic action items to get us there.

1.1 Increase the size of the KCC Campus through land acquisition

- a. Establish a reserve account for KCC land acquisition
- b. Purchase a portion of the Fitzpatrick property
- c. Purchase a portion of the Moffat property

General discussion ensued including:

Difficult to mention named pieces of property by the owner's names. Maybe phrase differently without using actual proper names. B and C will become general statement. Janice asks if they are prioritized? No. Nancy suggests defining

what acquire means. A discussion ensued about semantics used for item 1.1. Group decides to add "as it becomes available" to 1.1.

Nancy Colbert Puff shares that she thinks that item 1.1 would be well suited as an action item under item 1.1.10. Steve counters that 1.1.10 refers directly to outdoor recreational facility items. Nancy also mentions reordering certain things and adding "in the context of certain programming mentions" to item 1.2, also.

Section 1.2 Renovate the East Wing of the KCC

The group agrees to move this section to the maintenance portion of the plan and also keep it in the future programming use for the wing.

Section 1.3 Improve motorized and non-motorized connections between the KCC and existing transportation routes and local destinations.

Steve adds that these efforts are also happening in the Planning group. Our goals allow us to take a good position with other town entities to get these done with the groups that are responsible.

Steve asks for questions on items E-H. Nancy asks about items E & F. Steve tells us about context sensitive design. Transportation planners are considering issues of trees, lack of frontage, etc. Nancy suggests using "encourage construction of" in lieu of "construct" in our wording. Use "evaluate" for item E. Nancy recommends that the wording should reflect our context within a Town with many departments that will perform the work in the context of their purview. Group decides after much discussion to use "advocate" for item E. Item G stands fine. Item H stands fine. Question arises do we want to amend having the bus shelter in the strategic plan? Nancy suggests tacking it on to item 1.3.H.

Item 1.4

Items stand.

Item 1.5

Add a mention about circulation to this item.

Item 1.6

After much discussion, remove word "design" from item.

Add line item 'A' about investigate public and private partnerships related to this item.

Item 1.7

Fine as worded.

Item 1.8

We received a lot of input on this topic. Consensus to delete item 'E' about a greenhouse. Change "create" in item C to "explore."

Item 1.9

Fine as worded.

Item 1.10

Amend and add introduction about the items being a wish list. Remove driving range, total group agreement. Consider adding 'bocce' to item I.I. Consider adding 'game boards' as general description.

Include 'safety' to item 1.3, having to do with the topic more; raised by Jean Lincoln.

****A/C Committee working under an older mandate. Questioned their roles and responsibilities. Steve wants to add it to a future agenda item to discuss.**

Meeting adjourned at 8pm.